

TWC Local News



TWC's Local News Channels

- New York 1
- New York 1 Noticias
- News 8 Austin
- News 14 Carolina -- Raleigh/Durham/Fayetteville
- News 14 Carolina -- Charlotte
- News 14 Carolina -- Greensboro/High Point/Winston-Salem
- News 14 Carolina -- Coastal
- YNN Albany
- YNN Binghamton
- YNN Buffalo
- YNN Hudson Valley
- YNN Rochester
- YNN Syracuse/Watertown



History

- TWC launched its first local cable news channel, NY1, in New York City in 1992. From the start, the idea behind NY1 was to combine advanced news-delivery technologies with a reporter-driven format for hyper-local coverage. Our other news channels follow this model.
- TWC expanded its news service to upstate New York starting in 1995, Austin in 1999 and North Carolina starting in 2002.
- We continue to expand the scope of our existing channels. In 2003, we launched NY1 Noticias, a 24/7 Spanish news channel. In Austin, in addition to News 8 we program a 24-hour traffic channel, a 24-hour sports channels and 24-hour weather channels in English and Spanish.
- In June, NY1 launched a 24-hour traffic channel.
- TWC's most recent news channel launch was in April 2010, YNN Hudson Valley.



Why TWC Invests in Local News

- Serves community needs and interests.
- Provides coverage of governmental issues and public policy that is no longer covered by local broadcast news.
- Provides programming for TWC corporate initiatives such as “Connect a Million Minds.”
- Popular hyper-local programming helps retain customers.
- Distinguishes TWC programming offerings from competitors.



Employment and Investment:
While broadcasters are reducing their commitment to local news, TWC is filling the void

- TWC News Channels have created over 800 jobs.
- TWC has invested in 10 state-of-the-art newsrooms/studios across our footprint, with 22 additional news offices/bureaus.
- In New York, North Carolina and Texas we have staff assigned to cover state politics and have bureaus at the state capitols.



Innovative Production Models

- The News Division has two low cost production models to create local news channels.
- One model uses existing hub resources (Albany) to create news channels (Southern Tier & Hudson Valley).
- The second model (Buffalo) is a highly automated production model with minimal staffing. Live capabilities are limited, but news product is very representative. This model is for markets where there is no production hub. NY1 pioneered this concept with its local insertion in Queens, Staten Island and New Jersey.
- Both models are dependent on sharing of resources and News Division produced content.



Content Sharing - News

- Feature content (technology, cooking, entertainment, reviews, travel, health) created by the News Division is shared by all stations through MSAN or FTP.
- “From the Floor” are hourly live reports from the floor of the NYSE. These reports are distributed to all TWC news channels.
- Political coverage is a cornerstone of news programming. “Capital Tonight” is seen statewide in NY. With statewide elections in 2010 for Governor, Attorney General, Comptroller and U.S. Senate, our news channels are dominating coverage through sharing of resources. In NYS, the News Division sponsored and aired six statewide debates.



Content Sharing - Weather

- The primary reason our subscribers turn to our news channels is weather. All channels feature a time and temperature bug and weather every ten minutes.
- Weather for all NYS stations is produced out of our Syracuse weather hub. NYS hub could provide weather coverage for Maine & Ohio.
- Weather centers in Charlotte and Raleigh provide weather coverage for Greensboro and Coastal regions.
- We have proposed the same hub concept for Austin. A Texas hub could service the entire state as well as adjacent areas such as Los Angeles.



News Division New Media

- Every news channel has video-on-demand channel where subscribers can view multiple clips and enhanced content.
- News channels have full websites with robust video clip assets. In September 2010 total division pageviews were over 13 million with 2.8 million unique users.
- Social media platforms are utilized throughout the News Division for breaking news, political news, viewer feedback and programming notes.
- We are experimenting with mobile video applications including droid and iPhone apps.



Viewer Response

- For breaking news and weather coverage, subscribers consistently turn to our news channels first, instead of our broadcast news competitors. All of our news channels are in regions with volatile weather conditions and we are consistently the primary source of breaking weather news for our subscribers.
- Our news channels consistently beat other cable networks – including national cable news – in the mornings.
- TWC local news channels have established themselves as a primary channel for emergency providers to monitor. News 14 Carolina is on in 911 call centers and emergency operations centers across NC. NY1 is available on the government closed circuit system in the State Capitol complex and at the NYC Office of Emergency Management.



Recognition

- Our news channels are constantly gaining recognition from local organizations including:
 - National Association of Black Journalists
 - Asian American Journalists Association
 - Heritage of Pride Award
 - Museum of the City of New York
 - New York Cares
 - Multiple Chamber of Commerce awards
- All news channels have been recognized with numerous journalism and broadcasting awards. They include:
 - Emmy Awards in New York City, Rochester and Austin.
 - Edward R. Murrow Awards in New York City, North Carolina and Syracuse.
 - Associated Press Awards in New York City, Rochester, Albany and Syracuse.
 - Promax Awards
 - New York City and Syracuse Press Club Awards
 - Cable Ace Awards
 - BDA Awards



The Future

- In 2011 we will complete the conversion of all of our news channels to a new operating and automation system.
- As of October 2010, all of our news channels are available in widescreen HD format.
- The News Division is adopting new media applications such as Twitter, Facebook & podcasting. In 2010 we launched an iPhone app with over 30,000Pdownloads in fivemonths with no promotion.
- We will be expanding distribution of News Division content through the Package Media Gateway to all TWC Divisions.





CASE STUDY: NEWS 14 CAROLINA

- News 14 Carolina reaches more than 1.5 million subscribers.
- Four locally customized news channels, providing separate 24/7 feeds to North Carolina's largest metropolitan areas.
 - Raleigh, launched March 22, 2002
 - Charlotte, launched June 14, 2002
 - Greensboro, launched September 25, 2006
 - Coastal, launched August 22, 2008
- Each channel contains hyper-local news and weather, along with statewide coverage of politics, government, sports, lifestyle, etc.
 - Weekly program "Political Connections" focuses on state issues
 - TWC has NC's only full-time TV reporter dedicated to coverage of state government and legislature.



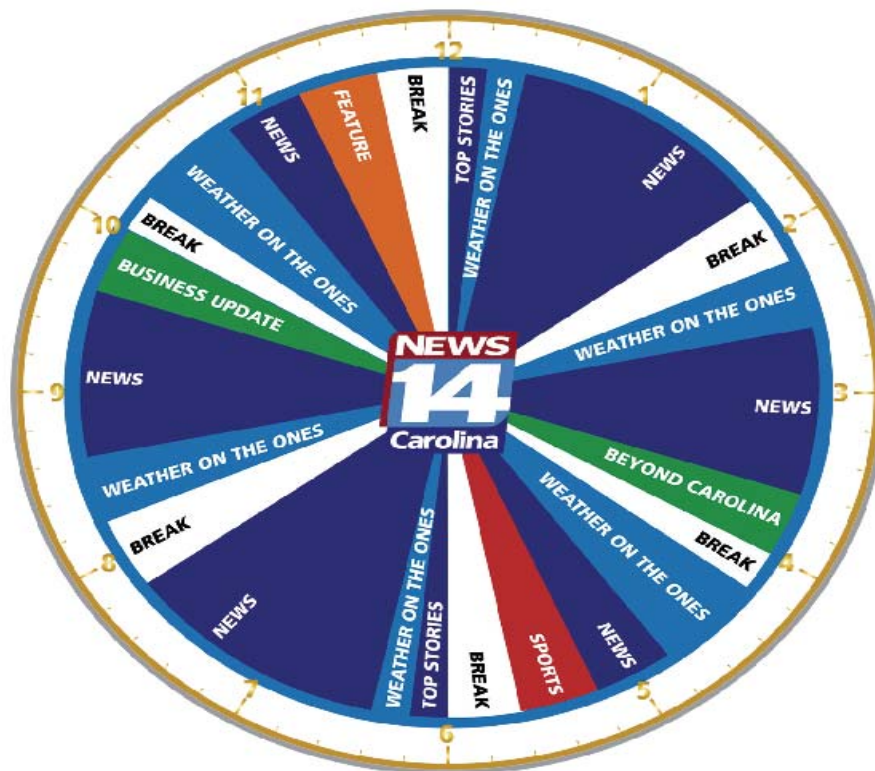
DIGITAL PHONE

HIGH-SPEED ONLINE

CABLE



News 14 Carolina's News Wheel Format





News 14 Carolina: Employees and Facilities

- 161 full-time employees, including:
 - 26 reporters
 - 11 producers/videojournalists
 - 7 anchors
 - 17 photographers
 - 11 meteorologists
- State-of-the-art newsroom/production/video operational platform
 - 4 news feeds operate through central master control and production
 - control center
 - System upgraded in 2009
 - News feeds and network video and data traffic between newsrooms
 - runs on TWC's fiber network
 - 7 live trucks
 - Enhanced SD feed to all HD customers

